

CONTRACT



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

Contract / Revision	Alt Order #
572733 /	09710610
<u>Product</u>	
NRSC 2012	
<u>Contract Dates</u>	<u>Estimate #</u>
10/24/12 - 10/30/12	
<u>Advertiser</u>	<u>Original Date / Revision</u>
National Republican Senate Committee	09/04/12 / 09/04/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>
EOM/EOC	Broadcast
<u>Station</u>	<u>Account Executive</u>
WITI	Trevor Heaton
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 35+	
<u>IDB#</u>	<u>Advertiser Code</u>
8201	6087
<u>Agency Ref</u>	<u>Advertiser Ref</u>

And:

Strategic Media Services, Inc
3299 K Street NW
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Totals	
										Type	Spots
N 1 6		10/24/12	10/30/12	M-F 6a-630a	6a-630a		:30			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/24/12	10/30/12	MTWTF--				2	\$550.00		
N 2 6		10/24/12	10/30/12	M-F 630a-7a	630a-7a		:30			NM	3
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/24/12	10/30/12	MTWTF--				3	\$550.00		
N 3 6		10/24/12	10/30/12	M-F 7a-730a	7a-730a		:30			NM	3
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/24/12	10/30/12	MTWTF--				3	\$650.00		
N 4 6		10/24/12	10/30/12	M-F 730a-8a	730a-8a		:30			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/24/12	10/30/12	MTWTF--				2	\$650.00		
N 5 6		10/24/12	10/30/12	M-F 8a-830a	8a-830a		:30			NM	3
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/24/12	10/30/12	MTWTF--				3	\$550.00		
N 6 6		10/24/12	10/30/12	M-F 830a-9a	830a-9a		:30			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/24/12	10/30/12	MTWTF--				2	\$550.00		
N 7 6		10/24/12	10/30/12	M-F 11a-1130a FOX 6	11a-1130a		:30			NM	2
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/24/12	10/30/12	MTWTF--				2	\$315.00		
N 8 6		10/24/12	10/30/12	M-F 1130a-12p FOX 6	1130a-12p		:30			NM	3
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/24/12	10/30/12	MTWTF--				3	\$315.00		
N 9 6		10/24/12	10/30/12	M-F 1p-2p	1p-2p		:30			NM	5
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/24/12	10/30/12	MTWTF--				5	\$150.00		
N 10 6		10/24/12	10/30/12	M-F 3p-4p	3p-4p		:30			NM	5
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/24/12	10/30/12	MTWTF--				5	\$200.00		
N 11 6		10/24/12	10/30/12	M-F 4p-430p	4p-430p		:30			NM	4
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
		Week: 10/24/12	10/30/12	MTWTF--				4	\$335.00		

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Contract / Revision 572733 /	Alt Order # 09710610
Contract Dates 10/24/12 - 10/30/12	Product NRSC 2012
Advertiser National Republican Sen	
Original Date / Revision 09/04/12 / 09/04/12	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals	
										Type	Spots
		Start Date	End Date	Weekdays				Spots/Week	Rate		Amount
N 12 6		10/24/12	10/30/12	M-F 430p-5p				430p-5p		:30	
		Start Date	End Date	Weekdays				Spots/Week	Rate		NM
		Week: 10/24/12	10/30/12	MTWTF--				2	\$335.00		2 670.00
N 13 6		10/24/12	10/30/12	M-F 5p-530p				5p-530p		:30	
		Start Date	End Date	Weekdays				Spots/Week	Rate		NM
		Week: 10/24/12	10/30/12	MTWTF--				5	\$435.00		5 2,175.00
N 14 6		10/24/12	10/30/12	M-F 530p-6p				530p-6p		:30	
		Start Date	End Date	Weekdays				Spots/Week	Rate		NM
		Week: 10/24/12	10/30/12	MTWTF--				5	\$435.00		5 2,175.00
N 15 6		10/24/12	10/30/12	M-F 6p-630p				6p-630p		:30	
		Start Date	End Date	Weekdays				Spots/Week	Rate		NM
		Week: 10/24/12	10/30/12	MTWTF--				5	\$500.00		5 2,500.00
N 16 6		10/24/12	10/30/12	M-F 630p-7p				630p-7p		:30	
		Start Date	End Date	Weekdays				Spots/Week	Rate		NM
		Week: 10/24/12	10/30/12	MTWTF--				5	\$500.00		5 2,500.00
N 17 6		10/24/12	10/30/12	M-F 9-930p				9p-930p		:30	
		Start Date	End Date	Weekdays				Spots/Week	Rate		NM
		Week: 10/24/12	10/30/12	MTWTF--				4	\$1,100.00		4 4,400.00
N 18 6		10/24/12	10/30/12	M-F 10p-1035p				10p-1035p		:30	
		Start Date	End Date	Weekdays				Spots/Week	Rate		NM
		Week: 10/24/12	10/30/12	MTWTF--				3	\$1,000.00		3 3,000.00
N 19 6		10/24/12	10/30/12	M-F 1105p-1135p				1105p-1135p		:30	
		Start Date	End Date	Weekdays				Spots/Week	Rate		NM
		Week: 10/24/12	10/30/12	MTWTF--				3	\$225.00		3 675.00
N 20 6		10/27/12	10/27/12	Sa 7a-9a				7a-9a		:30	
		Start Date	End Date	Weekdays				Spots/Week	Rate		NM
		Week: 10/22/12	10/28/12	-----S-				1	\$450.00		1 450.00
N 21 6		10/27/12	10/27/12	Sa 930p-10p				930p-10p		:30	
		Start Date	End Date	Weekdays				Spots/Week	Rate		NM
		Week: 10/22/12	10/28/12	-----S-				1	\$1,000.00		1 1,000.00
N 22 6		10/28/12	10/28/12	Su 7a-9a				7a-9a		:30	
		Start Date	End Date	Weekdays				Spots/Week	Rate		NM
		Week: 10/22/12	10/28/12	-----S				1	\$450.00		1 450.00
N 23 6		10/28/12	10/28/12	FOX News Sunday				9a-10a		:30	
		Start Date	End Date	Weekdays				Spots/Week	Rate		NM
		Week: 10/22/12	10/28/12	-----S				1	\$250.00		1 250.00
N 24 6		10/28/12	10/28/12	NFL on FOX 12p				12p-CC		:30	
		Start Date	End Date	Weekdays				Spots/Week	Rate		NM
		Week: 10/22/12	10/28/12	-----S				1	\$4,000.00		1 4,000.00
N 25 6		10/28/12	10/28/12	Fox 6 Post Game Show				various		:30	
		Start Date	End Date	Weekdays				Spots/Week	Rate		NM
		Week: 10/22/12	10/28/12	-----S				1	\$2,750.00		1 2,750.00
N 26 6		10/28/12	10/28/12	Su 5p News				5-6p		:30	
		Start Date	End Date	Weekdays				Spots/Week	Rate		NM
		Week: 10/22/12	10/28/12	-----S				1	\$600.00		1 600.00
N 27 6		10/28/12	10/28/12	Su 10p-1035p				10p-1035p		:30	
		Start Date	End Date	Weekdays				Spots/Week	Rate		NM
		Week: 10/22/12	10/28/12	-----S				1	\$1,400.00		1 1,400.00
Totals										74	\$42,410.00

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Signature: _____ **Date:** _____

Date: _____

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